



**General Services Administration**

**Federal Supply Service**

**Authorized Federal Supply Schedule Price List**

**Schedule Title: Advertising & Integrated Marketing Solutions**  
**FSC Group: 541-4F Commercial Art and Graphic Design**  
**Contract Number: GS-07F-0036u.**

**Contract Period: October 15, 2007 through October 14, 2012**

**Full Circle Marketing & Design, LLC.**

648 Monroe NW  
Suite 215  
Grand Rapids, MI 49503  
Phone: 616.301.3400  
Fax: 616.301-8069  
[www.thinkfullcircle.com](http://www.thinkfullcircle.com)

**Contract Administrator**

Todd Mellema

**Full Circle Marketing & Design, LLC.**

648 Monroe NW  
Suite 215  
Grand Rapids, MI 49503  
Phone: 616.301.3400  
Fax: 616.301-8069  
Email: [todd@thinkfullcircle.com](mailto:todd@thinkfullcircle.com)

## Customer Information Page

- 1a. SIN 541- f Advertising Services
- 1b. Pricing of Tasks: **See Award**
- 1c. Hourly rates and description of employee experience: **See Award**
2. Maximum Order- **\$1,000,000**
3. Minimum Order- **\$300**
4. Geographic coverage (delivery area): **50 states, Washington DC, AK, HI & PR**
5. Point of production: **Grand Rapids, MI 49503**
6. Basic Discount: **10% off Commercial Prices**
7. Quantity Discounts: **Additional 2% for orders over \$150,000**
8. Prompt Payment Terms: **Net- 30 Days**
- 9a. Notification whether Government purchase cards are accepted at or below the micro-purchase threshold. **Yes**
- 9b. Notification whether Government purchase cards are accepted or not accepted below the micro-purchase threshold. **Yes, up to \$30,000**
10. Foreign items: **Not Applicable**
- 11a. Time of Delivery: **To be negotiated at the task order level**
- 11b. Expedited Delivery: **Items available for expedited delivery are noted in this pricelist.**
- 11c. Overnight and 2-day delivery: **Customer may contact the Contractor for rates for overnight and 2-day delivery.**
- 11d. Urgent Requirements: **Customer may contact the Contractor for Requirements**
12. F.O.B point(s): **Destination**
- 13a. Ordering address:  
**Full Circle Marketing & Design, LLC.**  
648 Monroe NW  
Suite 215  
Grand Rapids, MI 49503
- 13b. Ordering procedures: **For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.**
14. Payment address  
**Full Circle Marketing & Design, LLC.**  
648 Monroe NW  
Suite 215  
Grand Rapids, MI 49503
15. Warranty provision: **Standard Commercial**
16. Export packing charges: **Not applicable**
17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro purchase level): **Accepted at the micro-purchase level**
18. Terms and conditions of rental, maintenance, and repair: **Not applicable**
19. Terms and conditions of installation: **Not applicable**
20. Terms and conditions of repair parts: **Not applicable**
- 20a. Terms and conditions for any other services: **Not applicable**
21. List of services and distribution points: **Not applicable**
22. List of participating dealers: **Not applicable**
23. Preventative maintenance: **Not applicable**
- 24a. Special attributes such as environmental attributes: **Not applicable**
- 24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details and be found: **Not Applicable**
25. Data Universal Number System (DUNS) number: **14 689 4501**
26. Notification regarding registration in Central Contract Registration (CCR) database: **registration valid until April 20, 20**

## Awarded Contract Price List

Labor/Task Category	Government Rate/Hr
Account Service	\$95.21
Copy Writer	\$95.21
Junior Design Level 1	\$86.14
Junior Design Level 2	\$90.68
Senior Level Design	\$99.74
Creative Director	\$106.77

## Descriptions of Labor Categories

### **Account Service**

#### Education

Undergraduate degree in communications, marketing, business or related field. Graduate degree in marketing preferred.

#### Experience

At least 5 years of experience with cause-related or social marketing campaigns.

#### Important Attributes

Superior verbal and written communication skills. Ability to think strategically and make recommendations based on experience and research data. Excellent interpersonal skills.

#### Primary Responsibilities

Research to define target audiences and determine appropriate messaging to them.  
Analysis of competitive environment, interviews with key stakeholders, brand assessments and campaign strategy development.

#### Supervisor

Principals

### **Copy Writer**

#### Summary

Member of Agency creative team who contributes to client vision concepts and maintains Agency's creative standards.

#### Education requirement

College education including Journalism and English courses

#### Experience

At least 8 years ad agency copy writing experience. College degree in communications, art or English.

#### Principal Responsibilities:

Responsible for writing the website copy and messaging. Copy must be attention getting and link with the clients marketing objectives. Copywriter will join the account team when meeting with clients and reviewing the website project.

#### Supervisor

Creative Director

### **Junior Design, Level 1**

#### Education

BFA in graphic design preferred.

#### Experience

Macintosh literacy required. 1-2 years in agency or design studio preferred as well as proficiency in Quark Xpress, InDesign, Adobe Illustrator and Photoshop. Web design knowledge helpful.

#### Important Attributes

Promising creative ability. Attention to detail, professional attitude. Willingness to take direction and learn. Ability to recognize and adapt to changing conditions, including redefining this job, as appropriate.

#### Responsibilities

Assist staff in design and production. Development and execution of design concepts within budget allotted. Maintain and update digital asset management system. Assist in computer maintenance/coordination as necessary.

#### Supervisor

Creative Director (or designer, senior designer, art director as designated)

### **Junior Design, Level 2**

#### Education

BFA in graphic design preferred.

#### Experience

Macintosh literacy required. 3 – 5 years in agency or design studio preferred as well as proficiency in Quark Xpress, InDesign, Adobe Illustrator and Photoshop. Web design knowledge helpful.

#### Important Attributes

Promising creative ability. Attention to detail, professional attitude. Willingness to take direction and learn. Ability to recognize and adapt to changing conditions, including redefining this job, as appropriate.

#### Responsibilities

Assist staff in design and production. Development and execution of design concepts within budget allotted. Maintain and update digital asset management system. Assist in computer maintenance/coordination as necessary.

#### Supervisor

Creative Director (or designer, senior designer, art director as designated)

### **Senior Level Designer**

#### Education

BFA in graphic design preferred.

#### Experience

Macintosh literacy, 6 - 8 years experience as a designer in an agency or design studio and proficiency in Quark Xpress, InDesign, Adobe Illustrator and Photoshop required. Web design and/or multimedia experience preferred.

#### Important Attributes

Strong creative ability. Attention to detail, professional attitude. Ability to work productively with clients. Recognition of project creativity/profitability tradeoffs. Good knowledge of printing. Ability to work with and coordinate vendors.

#### Primary Responsibilities

Conceptualize, design, and produce projects from beginning to end within the allotted budget. Print coordination and client contact as required by job. Work as a part of

coordinated team and assist other staff members. Maintain and update digital asset management system. Assist in computer maintenance/coordination as necessary.

Supervisor

Creative Director (or art director/senior designer as designated)

**Creative Director**

Education

BFA in graphic design preferred. Graduate work in graphic design or related field helpful.

Experience

Macintosh literacy, 16+ years experience as a designer or art director in an agency or design studio and proficiency in Quark Xpress, InDesign, Adobe Illustrator and Photoshop required. Web design and/or multimedia experience preferred.

Important Attributes

Strong written and verbal communication skills. Attention to detail and ability to manage complex projects. Superior creative ability and knowledge of technical issues (relating to both printing and the computer).

Primary Responsibilities

Work independently with clients and/or with creative team. Develop innovative ideas and concepts. Design and supervise projects from concept through to delivery. Work with supervisor to determine budgets. Responsible for maintaining budget. Select and monitor outside vendors.